

*Sub Ad* (op) I 1-25 system / method **CLAIMS**

5 1. An account management system for applying statistically based automated decision making to relevant account management areas, comprising:

(1) a central data center, comprising:  
one or more scoring and decision functionality/predictive models;

10 (2) report records;  
(3) a data warehouse that facilitates the use of said scoring and decision modules;

(4) an interface module; and

(5) a secure Internet Web site; and

15 (6) an end user client adapted for implementation in a personal computer platform and comprising a facility for exchanging information with said central data center via said secure Internet Web site;

(1) wherein all account management processing is performed at said central data center.

20 2. The system of Claim 1, wherein said central data center further comprises:  
an account management engine.

25 3. The system of Claim 2, wherein said account management engine comprises any of:  
a delinquent collections mechanism that reduces delinquencies and that uses collections resources more efficiently by assessing accounts in order of their risk and then queuing them for action accordingly;

30 a usage limit management mechanism that improves end user profits by expanding usage while controlling risk by allowing an end user to determine whether to assign or adjust usage limits based upon each customer's credit risk;

an authorizations management mechanism that reduces an end user's risk of losses by reviewing account status to determine whether high risk accounts should be hotlined or blocked; and

35 a marketing communications mechanism that effectively targets cross-sell and retention efforts to maximize end user revenue and minimize risk and churn.

4. The system of Claim 2, wherein said account management engine further comprises:

5 a champion/challenger mechanism for allowing new strategies to be tested by an end user on statistically valid sample populations before being rolled out to an end user's larger account base, wherein an existing strategy is the champion and a new strategy is the challenger.

10 5. The system of Claim 2, wherein said account management engine further comprises:

15 a portfolio management and scoring system to help reduce losses, increase revenues, and take advantage of promotional opportunities, for single or multiple portfolios.

20 6. The system of Claim 1, wherein each portfolio has an identification number referred to as a strategic portfolio identification number or SPID, wherein accounts are assigned to SPIDs.

*no separate claim*

7. The system of Claim 2, wherein said account management engine further comprises:

25 a behavior scoring tool for assessing future behavior of an account by making a series of calculations that quantify current and past behavior at an account level or customer level.

8. The system of Claim 2, wherein said account management engine

further comprises:

strategies and strategic portfolio assignments, wherein a strategy is a plan for assigning an account to a specific scenario, or action for treatment, and wherein said strategic portfolios comprise groups of accounts that can be

5 managed collectively because they share common characteristics.

9. The system of Claim 8, wherein said account management engine further comprises:

10 means for providing an end user with the ability to compare competing strategies in a statistically valid way so that said end user can determine which strategy produces the best results.

15 10. The system of Claim 8, wherein said account management engine allow an end user to continually move strategies through four distinct phases of development which comprise:

evaluate strategy results from a previous month;

develop new strategies or enhance existing strategies based on

20 evaluation results;

test new strategies using an estimator facility; and

implement new strategies in a production environment.

25 11. The system of Claim 1, said end user client further comprising:

a graphical front-end.

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*no other basis*

12. The system of Claim 2, wherein said graphical front-end further comprises:

means for allowing an end user to view scorecard assignments, and for  
5 allowing an end user to view scorecard data and (optionally) update existing  
score-cards or add new scorecards

13. The system of Claim 2, comprising at least one account, wherein each  
account has a two-digit number between 00 and 99, which is a random digit or  
10 a test digit assigned by said account management engine when said account  
is opened or brought into said account management engine.

14. The system of Claim 13, further comprising:

a strategy assignment mechanism for linking strategies to one or more  
15 random digit groups for each strategic portfolio or SPID.

15. The system of Claim 1, further comprising:

20 at least one decision area for applying separate strategies for each key  
process that influences the profitability of a portfolio.

16. The system of Claim 15, wherein an end user may exclude categories of  
accounts from behavior scoring and each decision area.

25 17. The system of Claim 15, wherein entry into each decision area is  
triggered by a primary event.

18. The system of Claim 8, further comprising:

at least one strategy key for sorting accounts into groups that receive different treatments.

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19. The system of Claim 8, further comprising:

at least one strategy tree with which an end user can separate accounts into tightly defined treatment groups and take actions that balance revenue and risk.

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20. The system of Claim 8, further comprising:

at least one scenario assigned to each treatment group in a strategy; wherein said action comprises any of a simple action and a complex action.

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21. The system of Claim 20, wherein a simple action can be to take no action at all, and wherein a complex action can include any of setting a block code, sending a letter, setting a collection indicator, or printing a statement message.

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22. The system of Claim 8, further comprising:

an audit program that is run when developing a new strategy or modifying control fields.

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23. The system of Claim 2, said account management engine further

comprising:

an estimator program for tallying a number of accounts identified by each control table row and the odds or risk quality for these accounts.

5 24. The system of Claim 1, wherein management database files and control settings are uploaded from said end user client to said central data center for processing.

10 25. An account management method for applying statistically based automated decision making to relevant account management areas, the method comprising the steps of:

providing a central data center, comprising:

15 one or more scoring and decision functionality/predictive models;

report records;

a data warehouse that facilitates the use of said scoring and decision modules;

an interface module; and

a secure Internet Web site; and

20 providing an end user client adapted for implementation in a personal computer platform and comprising a facility for exchanging information with said central data center via said secure Internet Web site;

wherein all account management processing is performed at said central data center.

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26. An account management system for applying statistically based automated decision making to relevant account management areas, comprising:

30 (i) a central data center, comprising:

one or more scoring and decision functionality/predictive models;

10 (2) report records;  
15 (3) a data warehouse that facilitates the use of said scoring and decision modules;

20 (2) an account management engine, wherein said account management engine comprises any of:

25 (b) a delinquent collections mechanism that reduces delinquencies and that uses collections resources more efficiently by assessing accounts in order of their risk and then queuing them for action accordingly;

30 (c) a usage limit management mechanism that improves end user profits by expanding usage while controlling risk by allowing an end user to determine whether to assign or adjust usage limits based upon each customer's credit risk;

35 (d) an authorizations management mechanism that reduces an end user's risk of losses by reviewing account status to determine whether high risk accounts should be hotlined or blocked; and

40 (e) a marketing communications mechanism that effectively targets cross-sell and retention efforts to maximize end user revenue and minimize risk and churn;

45 (4) an interface module; and  
(5) a secure Internet Web site; and

50 (6) an end user client adapted for implementation in a personal computer platform and comprising a facility for exchanging information with said central data center via said secure Internet Web site;

55 wherein all account management processing is performed at said central data center.

30 27. In account management system for applying statistically based automated decision making to relevant account management areas, a central data center, comprising:

35 (1) one or more scoring and decision functionality/predictive models;  
(2) one or more report records;  
(3) a data warehouse that facilitates the use of said scoring and decision modules;

40 (2) an account management engine, wherein said account management engine optionally comprises any of:

1 (b) a delinquent collections mechanism that reduces delinquencies and that uses collections resources more efficiently by assessing accounts in order of their risk and then queuing them for action accordingly;

5 5 (c) a usage limit management mechanism that improves end user profits by expanding usage while controlling risk by allowing an end user to determine whether to assign or adjust usage limits based upon each customer's credit risk;

10 10 (d) an authorizations management mechanism that reduces an end user's risk of losses by reviewing account status to determine whether high risk accounts should be hotlined or blocked; and

(e) a marketing communications mechanism that effectively targets cross-sell and retention efforts to maximize end user revenue and minimize risk and churn;

15 15 (A) an interface module; and

(S) a secure Internet Web site;

(1) wherein all account management processing is performed at said central data center.

20 28. The system of Claim 27. further comprising:  
an end user client adapted for implementation in a personal computer platform and comprising a facility for exchanging information with said central data center via said secure Internet Web site.

25 29. In account management system for applying statistically based automated decision making to relevant account management areas, said system comprising a central data center, comprising one or more scoring and decision functionality/predictive models; one or more report records; a data warehouse that facilitates the use of said scoring and decision modules; an account management engine, wherein said account management engine *optionally comprises any of:* a delinquent collections mechanism that reduces delinquencies and that uses collections resources more efficiently by assessing accounts in order of their risk and then queuing them for action accordingly; a usage limit management mechanism that improves end user profits by expanding usage while controlling risk by allowing an end

*cl 28 and 29 are identical*

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user to determine whether to assign or adjust usage limits based upon each customer's credit risk; an authorizations management mechanism that reduces an end user's risk of losses by reviewing account status to determine whether high risk accounts should be hotlined or blocked; and a marketing communications mechanism that effectively targets cross-sell and retention efforts to maximize end user revenue and minimize risk and churn; an interface module; and a secure Internet Web site; wherein all account management processing is performed at said central data center, an access mechanism comprising:

10 an end user client adapted for implementation in a personal computer platform; and  
a facility for exchanging information with said central data center via said secure Internet Web site.

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